



WPTV

# ORDER

Print Date 09/26/12

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Flight Dates **09/27/12-10/02/12**

Contract / Revision     **312271 /**     **Product**     **Allen West for Congress**

Original Date / Revision     09/25/12   09/25/12     Agency Com     15%

Advertiser **West / Republican / Congress**     Billing Contact

**3299 K Street NW - Suite 200  
Washington, DC 20007**

Agency     **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200  
Washington, DC 20007**

Sales Office     EWSDC

Sales Region     NAT

Agency Ref     2

Order Sep     00:20:00

Estimate #     **Order # 75 add - 60s**

Alt Order #

Billing Type     Cash

Order Type     GENERAL

Billing Cycle     EOM/EOC

Billing Calendar     BROADCAST

Demographic     A25-54

Rev Codes     POL     POL     CAND

Product Codes     PL

Priority     P-1

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 40%     Market Value 21125

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	60%	12675
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	4	\$2,635.00	\$3,100.00	0.00
October 2012	4	\$4,547.50	\$5,350.00	0.00
<b>Totals</b>	<b>8</b>	<b>\$7,182.50</b>	<b>\$8,450.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	4	\$2,635.00	\$3,100.00
10/01/12	10/02/12	4	\$4,547.50	\$5,350.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WPTV	09/27/12	10/02/12	M-F 6-7a M-F 6-7a	CM	6-7a	--- 1---	1:00	1	\$1,450.00	P-1	0.00 NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	--- 1---			1		\$1,450.00		0.00			
E 2	WPTV	09/27/12	10/02/12	M-F 6-7a M-F 6-7a	CM	6-7a	1-----	1:00	1	\$1,800.00	P-1	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	1-----			1		\$1,800.00		0.00			
E 3	WPTV	09/27/12	10/02/12		CM	6-7a	-----S-	1:00	1	\$500.00	P-1	0.00 NM	1	\$500.00



## Hiatus Dates

Order Sep 00:20:00

Estimate #      **Order # 75 add - 60s**

													Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
				Sa 6-7a											
				Sa 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/26/12	10/02/12	-----S-	1		\$500.00	0.00							
E 4	WPTV	09/27/12	10/02/12	M-F 10-11a	CM	10-11a	---1---	1:00	1	\$650.00	P-1	0.00 NM	1	\$650.00	
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/26/12	10/02/12	---1---	1		\$650.00	0.00							
E 5	WPTV	09/27/12	10/02/12	M-F 10-11a	CM	10-11a	1-----	1:00	1	\$950.00	P-3	0.00 NM	1	\$950.00	
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/26/12	10/02/12	1-----	1		\$950.00	0.00							
E 6	WPTV	09/27/12	10/02/12	M-F 11-12n	CM	11a-12p	----1--	1:00	1	\$500.00	P-1	0.00 NM	1	\$500.00	
				M-F 11-12n											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/26/12	10/02/12	----1--	1		\$500.00	0.00							
E 7	WPTV	09/27/12	10/02/12	M-F 11-12n	CM	11a-12p	-1-----	1:00	1	\$700.00	P-1	0.00 NM	1	\$700.00	
				M-F 11-12n											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/26/12	10/02/12	-1-----	1		\$700.00	0.00							
E 10	WPTV	09/27/12	10/02/12	M-F 730-8p	CM	730-8p	1-----	1:00	1	\$1,900.00	P-1	0.00 NM	1	\$1,900.00	
				M-F 730-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/26/12	10/02/12	1-----	1		\$1,900.00	0.00							
Totals													8	\$8,450.00	